

Appl. No. : 09/847,759
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AMENDMENTS TO THE CLAIMS

Please cancel Claims 17-19, 36-37, 39, 49-55, 58, and 62-69 without prejudice or disclaimer and amend Claims 1, 5-8, 14-16, 20, 24, 30, 56, 57, and 58-61 as follows:

1. (Three Times Amended) In one of a cooler, visi-cooler, walk-in cooler and glass-door cooler having fixed or adjustable shelves, the improvement comprising:

a shelf structure [on or under one of the shelves, wherein the shelf structure comprises] configured to rest on and engage one of the shelves which is horizontal or inclined, the shelf structure comprising:

a framework (22b) defining a second plane;

a front rod[-like] member (10a), [and] at least one other rod[-like] member (10b, 10c) rearwardly spaced from the front rod[-like] member (10a) [and] at least a first panel member (10e) extending along the front rod member and a second panel member (10f) extending along the at least one other rod member (10b, 10c)[, together with the front rod-like member (10a)], the front rod member, the at least one other rod member, the first panel member, and the second panel member defining a first plane (16) and being configured to support additional shelving above the first plane, the first and second panel members also being configured to support the shelf structure from one of said fixed or adjustable shelves with the shelf structure disposed below said one of said fixed or adjustable shelves;

[a framework (22b) defining a second plane;] and

at least one support (22a) connecting at least the front rod[-like] member (10a) and the framework (22b), wherein at least a portion of the framework (22b) extends at least forward of a projection of the front rod[-like] member (10a) [thereon with a stop (34)] and a stop (34) on the projection extending in a direction from the second plane [with at least a component] toward the first plane (16).

2. (Amended) The shelf structure according to claim 1, and further comprising at least one member connecting the front and other rod[-like] members.

3. (Amended) The shelf structure according to claim 1, wherein the at least one support comprises legs extending from opposite ends of the front and other rod[-like] members.

Appl. No. : **09/847,759**
Filed : **May 2, 2001**

4. (Amended) The shelf structure according to claim 2, wherein the at least one support comprises legs extending from opposite ends of the front and other rod[-like] members.

5. (Twice Amended) The shelf structure according to claim 1, [A shelf structure comprising:

a front rod-like member (10a) and at least one other rod-like member (10b, 10c) rearwardly spaced from the front rod-like member (10a) and, together with the front rod-like member (10a), defining a first plane (16);

a framework (22b) defining a second plane; and

at least one support (22a) connecting at least the front rod-like member (10a) and the framework (22b), wherein at least a portion of the framework (22b) extends at least forward of a projection of the front rod-like member (10a) thereon with a stop (34) in a direction from the second plane with at least a component toward the first plane (16), and] wherein the framework comprises further rod-like members each having a first end and a second end and extending from [one] the first end at the stop to [an opposite] the second end that is rearward of a rearward most one of the at least one other rod[-like] member.

6. (Three Times Amended) The shelf structure according to claim 2, wherein the framework comprises further rod[-like] members extending from one end at the stop to an opposite end that is rearward of a rearward most one of the at least one other rod[-like] member.

7. (Three Times Amended) The shelf structure according to claim 3, wherein the framework comprises further rod[-like] members extending from one end at the stop to an opposite end that is rearward of a rearward most one of the at least one other rod[-like] member.

8. (Three Times Amended) The shelf structure according to claim 4, wherein the framework comprises further rod[-like] members extending from one end at the stop to an opposite end that is rearward of a rearward most one of the at least one other rod[-like] member.

9. (Original) The shelf structure according to claim 1, and further comprising a front panel at a front side of the stop, whereby to carry indicia corresponding to items on the framework.

10. (Original) The shelf structure according to claim 2, and further comprising a front panel at a front side of the stop, whereby to carry indicia corresponding to items on the framework.

Appl. No. : 09/847,759
Filed : May 2, 2001

11. (Original) The shelf structure according to claim 3, and further comprising a front panel at a front side of the stop, whereby to carry indicia corresponding to items on the framework.

12. (Original) The shelf structure according to claim 4, and further comprising a front panel at a front side of the stop, whereby to carry indicia corresponding to items on the framework.

13. (Original) The shelf structure according to claim 5, and further comprising a front panel at a front side of the stop, whereby to carry indicia corresponding to items on the framework.

14. (Three Times Amended) A shelf structure configured to rest on and engage a shelf structure which is horizontal or inclined, the shelf structure, comprising:

a front rod[-like] member (10a) and at least one other rod[-like] member (10b, 10c) rearwardly spaced from the front rod[-like] member (10a) along a longitudinal direction of the shelf structure and, together with the front rod[-like] member (10a), defining a first plane (16) and configured to support additional shelving above the first plane, the front rod member and the at least one other rod member extending in a lateral direction which is transverse to the longitudinal direction, from a first lateral side of the shelf structure to a second lateral side of the shelf structure;

a framework (22b) defining a second plane; and

at least one support (22a) connecting at least the front rod[-like] member (10a) and the framework (22b),

wherein at least a portion of the framework (22b) extends at least forward of a projection of the front rod[-like] member (10a) thereon with a stop (34), the stop extending in a direction from the second plane with at least a component toward the first plane (16), and

further comprising members on the front and other rod[-like] members for fixing the framework under [another structure] additional shelving, the members comprising first and second plate members, the first plate member extending along the first rod member from the first lateral side of the shelf structure to the second lateral side of the shelf structure and a second plate member extending along the at least one other rod member from the first lateral side of the shelf structure to the second lateral side of the shelf structure.

Appl. No. : **09/847,759**
Filed : **May 2, 2001**

15. (Three Times Amended) The shelf structure according to claim [2, and further comprising members on the front and other rod-like members for fixing the framework under another structure]14, wherein the first plate member includes an upwardly extending lip.

16. (Twice Amended) The shelf structure according to claim [3, and further comprising members on the front and other rod-like members for fixing the framework under another structure]15, wherein the upwardly extending lip extends above the first plane.

17. (Canceled) [The shelf structure according to claim 4, and further comprising members on the front and other rod-like members for fixing the framework under another structure.]

18. (Canceled) [The shelf structure according to claim 5, and further comprising members on the front and other rod-like members for fixing the framework under another structure.]

19. (Canceled) [The shelf structure according to claim 9, and further comprising members on the front and other rod-like members for fixing the framework under another structure.]

20. (Four Times Amended) A rack comprising:

a support assembly having a forward portion, a rearward portion and a beverage container support surface extending from the forward portion to the rearward portion and configured to support a plurality of beverage containers, the forward portion and the rearward portion spaced along a longitudinal direction of the beverage container support surface;

a first pair of support legs having lower ends connected to the forward portion at first and second lateral sides of the beverage support surface, the first and second sides of the beverage support surface being spaced along a lateral direction which extends transverse to the longitudinal direction, a first crossmember connecting the upper ends of the first pair of support legs, the first pair of support legs and the first cross member lying in a first plane; and

a second pair of support legs having lower ends connected to the rearward portion at the first and second lateral sides of the beverage support surface, a second crossmember

Appl. No. : 09/847,759
Filed : May 2, 2001

connecting upper ends of the second pair of support legs, the second pair of support legs and the second cross member lying in a second plane;

a spacing defined between the upper ends of the second pair of support legs and the rearward portion of the support assembly sized so as to allow the beverage containers to be inserted between a rear portion of the shelf and the rearward portion of the support assembly;

a stop disposed at the forward portion of the support assembly, the stop including a panel configured to support a label;

wherein the first and second pairs of support legs are sized such that beverage containers can fit between the beverage support surface and the second crossmember and such that the forward portion hangs lower than the rearward portion when the rack is hanging, by the first and second crossmembers, from said shelf above the rack.

21. (Canceled)

22. (Amended) The rack according to Claim 20, wherein the panel forms a stop.

23. (Amended) The rack according to Claim 22, wherein the panel includes at least one substantially vertical surface.

24. (Amended) The rack according to Claim 20 additionally comprising first and second panel members connected to the first and second crossmembers and threaded fasteners connecting the first and second panel members to the shelf.

25. (Canceled)

26. (Twice Amended) The rack according to Claim 20, wherein the stop is spaced forwardly from the first pair of support legs.

27. (Twice Amended) The rack according to Claim 20, wherein the first and second pairs of support legs are sized such that the rack can only receive said beverage containers having at least one dimension less than about 2.5 inches.

28. (New) The rack according to Claim 20, wherein the support assembly is configured to support a plurality of parallel files of beverage containers extending between the rearward portion and the forward portion.

Appl. No. : 09/847,759
Filed : May 2, 2001

29. (Amended) The rack according to Claim 20, wherein the support assembly comprises a wire frame configured to allow said beverage containers to roll along an upper surface thereof, said beverage containers being cylindrical.

30. (Three Times Amended) A shelving system comprising:
a horizontal shelf having a forward area and a rearward area;
a rack disposed below the shelf and comprising a support assembly comprising a beverage support surface having a forward portion and a rearward portion, the beverage support surface being configured to support a plurality of beverage containers;
a first pair of support legs having lower ends connected to the forward portion, the first pair of support legs having upper ends connected by a first crossmember, the first pair of support legs and the first crossmember lying in a first plane;
a second pair of support legs having lower ends connected to the rearward portion, the second pair of support legs having upper ends connected by a second crossmember, the second pair of support legs and the second crossmember lying in a second plane, the first cross member configured to hang from the forward area of the shelf, the second crossmember configured to hang from the rearward area of the shelf;
a spacing defined between the upper ends of the second pair of support legs and the rearward portion of the support assembly sized so as to allow beverage containers to be inserted between the rearward area of the shelf and the rearward portion of the support assembly; and
a stop disposed at the forward portion of the support assembly, the stop including a panel configured to support a label;
wherein the first and second pairs of support legs are sized such that the support assembly is inclined relative to the shelf when the rack is hanging from the horizontal shelf.

31. (Amended) The shelving system according to Claim 30, wherein the shelf is configured to be adjustably mounted within a display case.

32. (New) The shelving system according to Claim 30, wherein the rack is narrower than the shelf.

33. (New) The shelving system according to Claim 30, wherein a clearance is defined between a lower surface of the shelf and an upper surface of the support assembly when the rack

Appl. No. : **09/847,759**
Filed : **May 2, 2001**

is hanging from the shelf, the first and second pairs of support legs being sized such that a cylindrical beverage container having a diameter of about 2.5 inches or more cannot fit within the clearance.

34. (New) The shelving system according to Claim 33, wherein the first and second pairs of support legs are sized such that a cylindrical beverage container having a diameter of about two inches can fit within the clearance.

35. (New) The shelving system according to Claim 30 additionally comprising threaded fasteners connecting the upper ends of the first and second pairs of support legs to the shelf.

- 36. (Canceled)
- 37. (Canceled)
- 38. (Canceled)
- 39. (Canceled)
- 40. (Canceled)
- 41. (Canceled)
- 42. (Canceled)
- 43. (Canceled)
- 44. (Canceled)
- 45. (Canceled)
- 46. (Canceled)
- 47. (Canceled)
- 48. (Canceled)
- 49. (Canceled)
- 50. (Canceled)
- 51. (Canceled)
- 52. (Canceled)
- 53. (Canceled)
- 54. (Canceled)
- 55. (Canceled)

56. (Twice Amended) A shelf structure configured to rest on and engage a shelf, the shelf structure comprising:

a front member and at least two other members rearwardly spaced from the front member and, together with the front member, defining a first plane and configured to support additional shelving above the first plane;

a framework defining a second plane disposed below the first frame and configured to support a plurality of beverage containers between the first and second planes; and

at least one support connecting at least the front member and the framework;

wherein at least a portion of the framework extends at least forward of a projection of the front member, the projection including with a stop extending in a direction from the second plane toward the first plane; and

members on the front and at least one of the other members configured to fix the framework under another structure.

57. (Twice Amended) A shelf comprising:

a support assembly having a forward portion and a rearward portion, the support assembly defining a support surface configured to support a plurality of cylindrical beverage containers;

a stop disposed at the forward portion of the support assembly, the stop including a panel configured to support a label;

first and second support portions disposed at the forward portion of the support assembly, the first and second support portions including upper ends, respectively, adapted to be disposed above the plurality of cylindrical beverage containers supported on the support surface;

at least first and second apertures disposed adjacent the upper ends of the first and second support portions, respectively, the first and second apertures being configured to receive fasteners for supporting the forward portion of the support assembly from a shelf above the support assembly, the first and second apertures being spaced rearwardly from the stop;

third and fourth support portions disposed at the rearward portion of the support assembly, the third and fourth support portions including upper ends, respectively;

Appl. No. : **09/847,759**
Filed : **May 2, 2001**

at least third and fourth apertures disposed adjacent the upper ends of the third and fourth support portions, respectively, the third and fourth apertures being configured to receive fasteners for supporting the rearward portion of the support assembly from a shelf above the support assembly; and

wherein the third and fourth apertures are spaced from a rearward-most portion of the rearward portion of the support assembly such that cylindrical beverage containers can be placed onto the rearward portion of the support assembly when the third and fourth apertures are connected to a shelf disposed above the support assembly by fasteners.

58. (Canceled)

59. (Amended) The shelf according to Claim 57, wherein the fasteners are threaded fasteners.

60. (Amended) The shelf according to Claim 57 additionally comprising a horizontally extending plate connecting the third and fourth support portions, the apertures being defined in the plate.

61. (Amended) The shelf according to Claim 57 additionally comprising a horizontally extending plate connecting the first and second support portions, the apertures being defined in the plate.

62. (Canceled)

63. (Canceled)

64. (Canceled)

65. (Canceled)

66. (Canceled)

67. (Canceled)

68. (Canceled)

69. (Canceled)

68. (Canceled)

69. (Canceled)